Brand



WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131

Contract No | Contract Dt | Revision Dt | Rev# | Advertiser

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Station/Market

of 3

SHORR, JOHNSON, MAGNUS & PARTNERS, LLC - 22132

ATTN: MICHAEL D'ETTORE 1831 CHESTNUT STREET #602

Product Code

PHILADEPHIA PA 19103

	401884	10-08	10-08-2012 10-08-2012 1 CASEY FOR			FOR S	R SENATE, BOB BOB CASEY FOR SENATE				TE				PC	DLIT	ICALS	S			WPVI - PHILADELPHIA			
	Agen	ncy Est	#		CMS 24598		Sales C	Office DELPHI	Account Exe		Start Date 10-09-2012	End D	012	Billing M (Broa							ackage N	Contract To 245983		
L	ine Start I	Date	End Date	e i	Time Per	iod			Description				RC	Duration	М	Т	W .	Т	F S	S	SPW	Price	e Tot Spots	Total \$
	1 10-09-2	2012	10-12-20)12	05:00AM	- 06:0	MA00		MORNING NEWS	5 5A MO-FR	(6948)		8	30		1	1	1	1		4	1,000	0 4	4,000.00
	2 10-15-2	2012	10-15-20)12	05:00AM	- 06:0	MA00		MORNING NEWS	5 5A MO-FR	(6948)		8	30	1						1	1,000	0 1	1,000.00
	3 10-09-2	2012	10-12-20)12	07:00AM	- 09:0	MA00		MORNING NEWS	GMA 7A M	IO-FR (6910)		8	30		2	2	2	2		8	2,000	8	16,000.00
	4 10-15-2	2012	10-15-20)12	07:00AM	- 09:0	MA00		MORNING NEWS	GMA 7A M	IO-FR (6910)		8	30	2						2	2,000	2	4,000.00
	5 10-09-2	2012	10-12-20)12	06:00AM	- 07:0	MAOO		MORNING NEWS	6 6A MO-FR	(6949)		8	30		2	2	2	2		8	2,000	8	16,000.00
	6 10-15-2	2012	10-15-20)12	06:00AM	- 07:0	MAOO		MORNING NEWS	6 6A MO-FR	(6949)		8	30	2						2	2,000	2	4,000.00
	7 10-09-2	2012	10-12-20)12	04:00PM	- 05:0	00PM		EARLY NEWS 4	P MO-FR (72	239)		9	30		1	1	1	1		4	80	0 4	3,200.00
	8 10-15-2	2012	10-15-20)12	04:00PM	- 05:0	00PM		EARLY NEWS 4	P MO-FR (72	239)		9	30	1						1	80	0 1	800.00
	9 10-09-2	2012	10-12-20)12	06:00PM	- 06:3	воР М		EARLY NEWS 6	P MO-FR (69	989)		9	30		1	1	1	1		4	3,00	0 4	12,000.00
	10 10-15-2	2012	10-15-20)12	06:00PM	- 06:3	воРМ		EARLY NEWS 6	P MO-FR (69	989)		9	30	1						1	3,00	0 1	3,000.00
	11 10-13-2	2012	10-13-20)12	06:00PM	- 07:3	80PM		6-730P SAT NEV	VS (7191)			9	30					1		1	1,00	0 1	1,000.00
	12 10-09-2	2012	10-12-20)12	07:00PM	- 07:3	воРМ		ACCESS MO-FI	R JEOPARD	Y (7063)		9	30		1	1	1	1		4	2,50	0 4	10,000.00
	13 10-15-2	2012	10-15-20)12	07:00PM	- 07:3	воРМ		ACCESS MO-FI	R JEOPARD	Y (7063)		9	30	1						1	3,00	0 1	3,000.00
	14 10-09-2	2012	10-12-20)12	07:30PM	- 08:0	00PM		ACCESS MO-FI	R WHEEL (70	064)		9	30		1	1	1	1		4	2,50	0 4	10,000.00
	15 10-15-2	2012	10-15-20)12	07:30PM	- 08:0	00PM		ACCESS MO-FI	R WHEEL (70	064)		9	30	1						1	3,00	0 1	3,000.00



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SHORR, JOHNSON, MAGNUS & PARTNERS, LLC - 22132

ATTN: MICHAEL D'ETTORE 1831 CHESTNUT STREET #602 PHILADEPHIA PA 19103

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
401884	10-08-2012	10-08-2012	1	CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#		CMS#	Start Date	End D	End Date Billing						F	Package	Contract Titl	е				
			245983 PHILADELPHIA A. CLIFFORD			10-09-2012	10-15-2			Broadcast Month,					N	245983		
Lir	e Start Date	End Date	Time Period		Description			RC	Duration	М	T V	/ T	F	s s	SPW	Price	Tot Spots	Total \$
1	6 10-15-2012	10-15-2012	08:00PM - 10:	00PM P	PRIME MO8 (7008)			9	30	2					2	10,000	2	20,000.00
1	7 10-09-2012	10-09-2012	10:00PM - 11:	00PM P	PRIME TU10 (7016)			9	30		1				1	9,000	1	9,000.00
1	8 10-14-2012	10-14-2012	09:00PM - 10:	00PM P	PRIME SU9 (7050)			8	30					1	1	13,000	1	13,000.00
																		·
1	9 10-09-2012	10-14-2012	11:00PM - 11:	35PM L	ATE NEWS MO-SU (6969)			9	30		1 1	1	1	1 1	6	3,200	6	19,200.00
					, ,											•		·
2	0 10-15-2012	10-15-2012	11:00PM - 11:	35PM L	ATE NEWS MO-SU (6969)			9	30	1					1	3,200	1	3,200.00
															-	-,		5,=5555
2	1 10-14-2012	10-14-2012	09:00AM - 09:	:30AM V	VEEKEND NWS 9-1030A SU	(7057)		9	30					1	1	600	1	600.00
						(1001)		·						•	-		-	555.55
2	2 10-13-2012	10-14-2012	08:00AM - 09:	.00AM V	VEEKEND SA-SU GMA (69	11)		9	30					1 1	2	800	2	1,600.00
-	10-13-2012	10-14-2012	00.00AW - 03.	· · · · · · · · · · · · · · · · · · ·	TELKEND OA-00 OMA (00	• • • •		,	30							000		1,000.00
2	3 10-13-2012	10-13-2012	09:00AM - 10:	.00AM V	VEEKEND NWS 9-10A SA (1	10038/		9	30					1	1	700	1	700.00
	3 10-13-2012	10-13-2012	03.00AW - 10.	· · · · · · · · · · · · · · · · · · ·	VEEKEND HAVO 3-10A OA (1	10320)		,	30	1				•	•	700	' '	700.00
١,	4 10-15-2012	10-15-2012	10:00PM - 11:	OODM D	PRIME MO10 (7010)			9	20	1					1	6,000	4	6,000.00
	4 10-13-2012	10-13-2012	10.00FWI-11.	OUT IVI	KIME MOTO (7010)			9	30	' '						0,000	' '	0,000.00
١,	E 40 40 2042	10 10 2012	40.00DM 44.	OODM	DDIME WED MOVIES/SDEC	IAL C (7022)		9	30		1				1	6 000		6 000 00
4	5 10-10-2012	10-10-2012	10:00PM - 11:	OUPWI I	PRIME WED MOVIES/SPEC	IALS (7022)		9	30	1	1				1	6,000	1	6,000.00
		40 40 0040			DUIT WEG (2000)			_								40.000		40.000.00
2	6 10-10-2012	10-10-2012	09:00PM - 10:	OOPM F	PRIME WE9 (7020)			8	30	1	1				1	12,000	1	12,000.00
2	7 10-11-2012	10-11-2012	08:00PM - 09:	00PM F	PRIME TH8 (7038)			9	30			1			1	4,000	1	4,000.00
2	8 10-12-2012	10-12-2012	10:00PM - 11:	00PM F	PRIME FR10 (7044)			9	30				1		1	3,000	1	3,000.00
2	9 10-14-2012	10-14-2012	08:00PM - 09:	00PM P	PRIME SU8 (7049)			8	30					1	1	7,150	1	7,150.00
3	0 10-14-2012	10-14-2012	06:00PM - 07:	30PM V	VEEKEND NEWS SA-SU 6-7	'30P (6990)		9	30					1	1	1,000	1	1,000.00

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and



TOTAL

WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131

0.00

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210,450.00

SHORR, JOHNSON, MAGNUS & PARTNERS, LLC - 22132

0.00

ATTN: MICHAEL D'ETTORE 1831 CHESTNUT STREET #602 PHILADEPHIA PA 19103

(ision Dt Rev# 8-2012 1	Advertiser CASEY FOR SEN	IATE, BOB	Brand BOB CASEY FO	OR SENA	TE				duct Code LITICALS			Station/Market WPVI - PHILADELPHIA		
Agency Est# (CMS #	Sales Office	Account Executive	Start Date	Start Date End D			Billing			Package	Contract Tit	le		
				245983	PHILADELPHIA	A. CLIFFORD	10-09-2012	10-15-2		M (Broad			, ,	N	245983			
	Line Start Date	End Date	е	Time Period	De	scription			RC	Duration	M T	W T	FS	S SPW	/ Price	Tot Spots	Total \$	
4	31 10-09-201	2 10-09-20	12	08:00PM - 09:0	00PM PR	RIME TU8 (7014)			9	30	X			2	5,000	2	10,000.00	
4	32 10-09-201	2 10-09-20	12	06:00PM - 06:3	30PM EA	RLYNEWS 6P MO-FR ((6989)		9	30	x			1	3,000	1	3,000.00	
														Actu	ed Gross Tota ual Gross Tota cy Commission Net Tota	l: 71	210,450.00 210,450.00 31,567.50 178,882.50	
	Month/YR			Preempted		Made Good	Contract T	otal		Ac	djustm	ents					Actual Total	
ľ	Oct 12			0.00		0.00	210,450	0.00	_			0.00					210,450.00	

210,450.00

0.00